

IFPI Digital Sales Reporting Template

January 2008

Format	Trade Value	Trade Value	2008/2007 Growth %
	2008	2007	Value
All pop + classical			
A la Carte Payment Model			
Internet Downloads			
Audio Single Track	85 758	67 637	26,8%
Audio Full Album	73 989	53 048	39,5%
Music Video	957	7	13571,4%
Other Downloads	105	0	0,0%
TOTAL DOWNLOADS	160 809	120 692	33,2%
Streams	17 026	329	5075,1%
Mobile Digital Content			
Master Ringtones	55 030	57 015	-3,5%
Audio Single Track	39 629	3 703	970,2%
Ringback Tunes	20	588	-96,6%
Music Video	288	0	0,0%
Other Mobile (artist related)	368	250	47,2%
TOTAL Mobile Sales	95 335	61 556	54,9%
Streams	667	0	0,0%
Total A la Carte			
TOTAL	273 837	182 577	50,0%
Subscription Payment Model			
Internet Subscription Income	915	26	3419,2%
Mobile Subscription Income	551	0	0,0%
Total Subscription			
TOTAL	1 466	26	5538,5%
TOTAL Digital			
TOTAL	275 303	182 603	50,8%